SkillGrok Project Scope

1. Design the logos, branding, and identity and provide 3 prototypes to choose from. Prototypes should be developed as per our feedback on related surveys/questionnaires, AND company expertise and industry best standards. Feedback on the proposed prototypes should lead to the final version.
2. Website development
3. Development of Mobile App for Android and iPhone mobile devices
4. Centralized Back-office screens to manage both the website as well as the mobile channels. This should offer the typical back-office functionality like content management, manage pages and menus, manage user profiles and enable/disable user access through different channels.

Expected Project Deliverables

1. SkillGrok website with proper logos, identity and branding
2. SkillGrok Android and iPhone mobile apps, along with necessary material and guidance to publish both apps on Google Play and Apple App Store successfully. Any changes/iterations needed on the App to be approved and successfully published on the respective app store is within scope.
3. Back-office screens
4. Source code for the website and mobile apps
5. Original PSD/flash or source files for any images/banners/artwork developed as part of the project.
6. Deployment and configuration document
7. Technical paper which explains the technology and database model.
8. User manual

Acceptance Criteria

The project, or any agreed delivery milestone, is accepted after the deliverable(s) has/have been verified and tested by defined Skillgrok management team, and any feedback has been fully accommodated by the development partner.

Value Proposition

- We are in the business of…
    - Nurturing the knowledge exchange community by connecting people with skills and willing to share them with people who are in need for these skills.
- The service/experience we are offering to clients is…
    - **Match making** tool for **mentoring, consultancy**, **coaching and Tutoring.**
    - Community Rating and Reviews for the instructors

- The service/experience is designed for…
  People who needs to learn the knowledge such as: (Hard/soft skills)
    - Art: drawing, painting, handcraftsmanship
    - Music Instruments: Piano,
    - Dancing: balady 3ala wahda we nos
    - New Language: French, German, Arabic, Chinese, etc..
    - Academic Science Tutoring: Math, Chemistry, etc..
    - Martial Arts: Karate, etc
    - Photography
    - Religious Studies: el sheikh el momen
    - Sports: Tennis, Football,
    - Software Programming: Java, C++, Perl,
    - Computer and Web Technologies: Web Design, Photo Shop, MS Office
    - Computer Hardware
    - Social Sciences: etiquette, conversation, etc...
    - Cooking: International cooking, French Kitchen
    - Consultancy & Coaching: Strategy. etc..
    - Mentoring: Entrepreneurship, Innovation, Culture, Leadership etc..
- The primary jobs the target audiences are trying to get done are:
    - Learn a new skill
    - Teach a skill
    - Hands on experience
    - Connect with Talented Skilled people who are willing to teach.
    - People can sell/buy their knowledge online
    - Exchange Knowledge through Community Forum
    - Skill Assessment
- The target audience will benefit from this experience in the following ways…
    - Build and Improve a new/existing Skill in a cost effective manner
    - Opportunity for instructors to make money from their skills.
    - Improve connectivities with knowledgeable people to enhance their lifestyle
- The attributes of the experience are….
    - Simple
    - Mobility: Anywhere Anytime
    - Credible: Anything I do on the Website is done on the App.
    - Accessibility
    - Reliabille
    - Engaging: marketing perception, add features which keep the customers returning to the App/Site.
      http://link.springer.com/article/10.1007%2FBF00987595

- Completion percentage of an instructor profile impacts their positioning in the search results.

Mobile App Sample Flow (same applies to the website)

1. Works on Android and iOS (phone/Tablet, phone is priority)
2. User must login to use the application
3. The **login** page gives the user the option to select the App language (e.g. English/Arabic) in future we can add additional languages. The Arabic support is a big value-add and differentiator from competition in regional market (MENA).
4. Allows users to either **create a new profile** (same applied to **Update Profile**), or login with their existing facebook/linkedin profiles.
    a. User would have to accept license agreement before they proceed with enrollment
    b. In case of new profile, user will enter basic profile details in addition to skills/hobbies they are interested in
    c. In case of facebook/linkedin logins, App will automatically download skills/hobbies and display them to the user to select ones which should be added to their profile.
    d. User gender and date of birth has to be captured as gender can be part of the search criteria while looking for a Tutor in the MENA region.
    e. One Time PIN (OTP) can be sent as part of the enrollment to verify the user phone number or email address if they create a new profile (not fb/linkedin)
    f. User can tick a checkbox to declare intent to teach
    g. If the above tick is marked, user will enter their hourly rate to teach each skill on their skill catalog
    h. Each user will have to configure a number of security settings in their profile (will have default values). Examples: Show my online status, Do not show my exact location, allow other users to contact me, etc…
5. On the **home screen** menu:
    a. There will be an action to Invite Friends via email/facebook/linkedin
    b. An action to open the User dashboard where they can view history of Coaching User location will show as a red pin on the map while other matching profiles would also Requests (sent/received) and responses (if any), Message History
6. **Invite Friends** page will allow the user to invite friends from other social networks (facebook/linkedin) or via email. The system has to keep track of this relation so whenever an invited user accepts the invitation and joins the platform they are automatically added to the User's Favorites network.
7. **Dashboard** page will display a summary view of: Favorites, Messages, Requests Sent, Requests Received, Payments
8. After login the App should display a map of the user's current location and surrounding area within a radius of 20 to 30 kilometers.
9. show as pins in a different color.

10. Matching profiles will be decided on the skills and hobbies entered by each user, however intelligent matching should be in place so a skill like Java for example should match with programming, PHP can match with Web Development, Dance to match with Choreography and so on...
11. User can view profiles of matches and can also initiate contact with them via a messaging feature within the application
12. User can add a matching profile to Favorites list
13. Users can access the Favorites list directly at any time and contact any Favorite user
14. While adding a profile to Favorites list, the user can choose to alert the other user that they have been added to Favorites, or hide the action
15. Allow two modes of communication between users:
    a. Unstructured: plain messaging within the app, with support for offline messages
    b. Structured: A button named “Request <Java> Coaching”. When this action is selected
        i. a section expands to select: 1. Send request to <Ahmed> 2. Send request to all <Java> coaches.
        ii. After making a selection the User is given the option to enter a text message which can highlight the exact set of expertise they are seeking.
        iii. The user answers a question “How do you rate your current experience in the requested skill? No Experience/ Beginner/Intermediate/Advanced”
        iv. Another screen opens to collect details for the User request: Start Date, Location (free text), proposed payment rate (two fields: amount and hourly rate/course rate).
        v. After submitting the above, a request is sent to the other User or broadcasted to Group of Users which match the skill according to User selection.
16. While viewing a Coach’s profile:
17. Different alerts must be sent by the platform for different events (eg. new request received, invited friend joins, etc..). Alerts can be delivered via email, push notifications, and possibly SMS (premium feature?)

Competitive Edge

- Mentoring, Coaching, Training
- Implementation is not our focus (the professional services market) but can be added in a structured manner at a later stage if there is a market need
- Arabic interface for Middle East market
- Assessment module that assists the requester against the required skill and redirect him/her into fulfilling the prerequisites prior to starting the skill training.
- Accessibility features for people with special needs

Non-Functional Requirements

- System must be multi-lingual (portal and mobile apps). Will begin with English and Arabic

where user can select language on the login page and they can also switch language after login either from a permanent link (for website) or settings for the mobile app.
- Security controls for input validation and prevention of Cross-Site Scripting (CSS)
- A deployment and configuration document to be provided
- Source code to be provided
- Logo and Identity to be developed as part of project scope
- Early and continuous engagement with the developer to avoid rework and delays
- Assistance with the App Store submission process: sample screens, App icon, etc…
- Site: Optimized to display well on at different resolutions
- Site: Must be reverse-proxy-friendly (e.g. no absolute paths)
- **It is a great plus is the system is Google App Engine-friendly**

High-level Feature List

- Lazy Sign up Registration.
- Supplier Profile build: Basic user profile + Skills, Testmonials
- View a User Profile Page: View the details of a user profile and displaying all relevant Information such as Name, Location, Skills, rating, reviews, recent activities on the community, badges.
- Support Avatar: funky Images for people beside their original pictures that they can use on forums.
- User acquired Badges: The Topic Guru, The Best Topic Answer
- Topics: users can open a Topic which is similar to a facebook page where they can make posts and people can subscribe (like) a topic to receive feeds from it
- Invite a Friend: by individual email, scan phone contacts, or scan email contacts or Social Media Contacts.
- Rating & Reviews:users seeking to learn a skill can give rating and write reviews on the instructor's profile
- Sort, Search and filters: ebay or linkedin-like filtering by different parameters such as location based filters, skills filter, rating filters, reviews, gender, etc..
- Post Acquire Skill form: A user can describe a specific skill that he/she would like to learn or acquire. This form should help us in the matchmaking process
- Compare Instructors: A page that can allow a user to compare more than one instructor or talented personal by skills, reviews, location and ratings...
- System Suggested list of instructors/Talented Personals to invite for a Acquire Skill form
- Intelligent matchmaking:
- Support Hashtags in profiles, reviews, notes, where hashtags can be searched
- Activity Stream (News Feed like facebook or linkedin): A summary of all activities happening on the site and is relevant to the user preferences. such as newly listed instructor that matches user's interests, recent Topics, recent share on the community, followed instructors
- Dashboard: Manage all personal Information, Accounts and user's activities that can be

done on the site. Recently Viewed Profiles, My Peers,

- Add Users as Friends to build My circle/network
- Follow an instructor
- Image Gallery
- Live chat with customer support
- In Line messaging
- Suggest a business
- FAQ
- About Us
- Terms & Conditions
- Social media login/integration
- Online Payment and Escrow Account similar to Elance process to manage the process between Buyer and Supplier.

Frequently Asked Questions

What exactly is SkillGrok?
SkillGrok platform is a Web Portal and a Mobile App which offer a mix of social Web and matchmaking platform. The platform aims at connecting people with common interests to explore potential of transferring knowledge between community members in return for money or a service-for-service model.
SkillGrok inherits typical features of social media like News Feed (called Event Stream in SkillGrok) where they can see a timeline of events of interest (e.g. updates made by poeple in their Favorites list, new learning need posted, a new History tutor signs up that matches the user's profile, etc…)

How does it work?
The platform allows Seekers to search the database based on a certain criteria or browse the list of registered Tutors. While viewing another user's profile, the user would be able to view the rating made by other community members on that profile in addition to profile owner details and what they are willing to teach etc…
The user then can submit a request to the owner of that profile or choose to submit a public request that would be available for other Tutors offering the same kind of service.
The Tutor can then accept the request and reply to it or reject it.

is SkillGrok similar to eLance?
In the sense of an online hub or marketplace to help people connect, yes. But eLance focus is professional services while ours is skill transfer and acquisition. For example, if someone wants to **learn** a programming language they could use SkillGrok to find someone near them who is able and willing to help them learn that skill but if someone wants to have a software system **developed,** they would go to eLance or any of its likes.

What does "Grok" mean?
Grok is a made-up word, coined by Robert A. Heinlein, in a 1961 science fiction novel called Stranger in a Strange Land. Until today this novel remains the best selling Sci-Fi title of all time. In the context of the novel this is the meaning of the word:
"Grok means to understand so thoroughly that the observer becomes a part of the observed—to merge, blend, intermarry, lose identity in group experience. It means almost everything that we mean by religion, philosophy, and science—and it means as little to us (because of our Earthling assumptions) as color means to a blind man."

Is SkillGrok Peer-to-Peer or business-oriented?
SkillGrok mainly aims to connect individuals who share the same interests to reach a knowledge

transfer deal. This can work for hobbies (e.g. Piano lessons, dance classes, etc…) or academic subjects (physics, history, etc…). However an institution can still sign-up to catalog the kind of services they offer. Institutions however must pay an annual membership fee to subscribe and list their services.

Who are the Actors (types of users) on SkillGrok?

1. Seekers: individuals who are looking to acquire a new skill (e.g. learn how to dance Samba) or set of skills
2. Tutors: individuals with certain experience in a skill (or set of skills) which allows them to teach it to someone else in return for a payment (or maybe service-for-a-service)
3. Institutions: business establishments which run centers specialized in teaching people.
4. Of course there is an Admin role for back-office management but that's not really visible on the customer-facing screens.

Is there a different classification of users?

We refer to the previous categorization as "Types". In addition to Types there are different roles in a social media platform. For example users - whether Seekers, Tutors, or Institution - can open Topics (similar to Facebook pages) and accordingly any type of user can play the role of Topic_Owner or Topic_Admin.

How does SkillGrok integrate with social media?

The platform allows the users to login with existing Facebook or Linkedin profiles, or sign up for a new user profile. If the users logs in to SkillGrok for the first time using Facebook or LinkedIn, the platform automatically downloads the user's skills and hobbies and displays them to the user then the user can modify the list before it is imported into SkillGrok's user profile.
It is also capable of sending alerts to users through other social media platforms if the users opt for this feature.

Does SkillGrok collect money?

SkillGrok will be launched with the assumption that the business transaction/deal will take place offline (or at least outside SkillGrok). However we have expansion plans where in Phase 2 SkillGrok would also play the role of a 3rd party escrow similar to eLance. Institution subscriptions however can be paid via PayPal or Bitcoins.